

ADVERTISING AND PROMOTION COMMISSION

September 19, 2016

2:00pm

Location: Fayetteville Town Center, Director's Room
15 West Mountain Street, Fayetteville, Arkansas

Members: Matthew Petty, Chairman; Matthew Behrend; Tim Freeman; Adella Gray; Ching Mong; Robert Rhoads; Hannah Withers

A. Call to Order at 2:00pm

B. Old Business

1. Approval of August 2016 Minutes

C. New Business

1. Walker-Stone House, Contract for Architectural Services. A waiver of competitive bidding and approval of a contract for \$24,000 which includes project contingency of \$4,200 for architectural services provided by Allison Architects. The scope includes preparation of construction and bidding documents.
2. Amendments to the employee leave policy. Changes to more closely mirror peer organizations, offer sick leave during first year of employment, and a move toward floating holidays.
3. Revisions to the 2016 budget, including revenue exceeding projections, expenses associated with the Walker-Stone House, personnel changes, maintenance expenses, and other adjustments based on actuals.
4. Director's Report – Molly Rawn:
 - A. Update on new hires and open positions
 - i. Angie Albright as CHM Director
 - ii. Sports Sales Manager position open, soon to re post
 - B. Convention activity: tours, meetings and events
 - C. Recap of media coverage including significant international exposure for the Clinton House
 - D. Fall grant making process
 - i. Unless there is objection from the commission, Executive Director proposes removing the requirement that grant applicants present in person @

October meeting and instead recommends grants be awarded based upon the written proposals.

D. Attachments

1. **Minutes from August 2016 meeting**
2. **Financial Statements**
 - a. **Balance Sheet**
 - b. **Statement of Revenue/Expense**
3. **HMR collection totals**
4. **Delinquent HMR**
5. **Revised 2016 Budget, Consolidated**

E. Agenda Additions

An item may be added to the agenda with a consensus of the majority of the Commission.

F. Announcements

Brief announcements of upcoming events, recent awards, etc.

Advertising and Promotion Commission
August 15, 2016 Meeting Minutes

2

Commissioners Present: Robert Rhoades, Matt Behrend, Hannah Withers, Matthew Petty, Adella Gray, Ching Mong and Tim Freeman

Staff Present: Molly Rawn, Sally Fisher and Sandra Bennett

Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on August 15, 2016 at 2:01 pm.

Approval of Consent Agenda

No amendments to June meeting notes.

Commissioner Matt Behrend moved to approve the Consent Agenda. Motion seconded by Commissioner Hannah Withers. Motion carried with a vote of 4:0. (Adella Gray, Ching Mong and Tim Freeman were not present for vote).

Old Business

No old business

New Business

No new business

Reports and presentations

Molly Rawn, Executive Director, reported she has met with direct reports, Sells Agency representative, Black Box on new branding and SPMI, the Human Resource firm. She is also exploring options for health benefits and working on 2016 budget revisions.

The position open at the Clinton House Museum will be filled by next month.

Walker-Stone House

Chairman Petty stated he had received from the architectural firm the scope of work to be done at the Walker House and also how the building can be used in the future.

Agenda Additions

None.

Announcements

None.

Urgent Business

No urgent business.

Chairman Petty adjourned the meeting at 2:15 pm.

Respectfully submitted,
Sandra Bennett
Operations Administrator

Fayetteville A&P Commission

Balance Sheet

As of August 31, 2016

ASSETS

Current Assets

Cash

10000 CVB Cash in Register	100.00
10050 TC Cash on Hand	300.00
10100 CHM Cash In Register	100.00
10200 Arvest A&P General #4856	778.50
10300 1st Security A&P #8714	412,952.34
10400 1st Security Fayetteville TC	278,217.76
10500 1st Security Clinton House	37,615.43
10600 1st Security CVB # 8730	89,148.08
10700 Arvest Payroll Account #4636	57,333.31

Total Cash 876,545.42

11000 Accounts Receivable 85,540.55

11001 Accounts Receivable - City 1,926.05

11400 Due From Other Funds 877,873.24

11500 Prepaid Expenses 38,069.03

11501 Prepaid Research Fees 57,431.63

12100 Inventory Asset - CVB 7,309.05

12150 Inventory Asset - CHM 2,278.24

13000 Investments 974,396.30

13100 Investments: Adjust to Market (9,990.00)

Total Investments 964,406.30

Total Current Assets 2,911,379.51

Other Assets

14500 Capital Assets

15000 Furniture and Fixtures	34,550.01
15100 Equipment	262,117.44
15500 CVB Building	930,569.02
15510 CVB Land	198,621.00
15600 Building Additions	567,178.25
17300 Accumulated Depreciation	(584,990.00)

Total Other Assets 1,408,045.72

TOTAL ASSETS 4,319,425.23

Fayetteville A&P Commission

Balance Sheet

As of August 31, 2016

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	7,495.97
21000 KHT Security Deposit	1,000.00
23002 Colonial Life& Acc Ins. Payable	1.91
24000 Payroll Liabilities	0.00
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	0.00
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	0.00
24901 Unearned Revenue 2016	130,383.00
24902 Unearned Revenue 2017	56,900.00

Total Liabilities

195,780.88

Equity

39005 Fund Balance	3,830,076.51
Net Revenue	293,567.84

Total Equity

4,123,644.35

TOTAL LIABILITIES AND EQUITY

4,319,425.23

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
August 2016 and Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	August 2016 Year-to-Date		2015	2016	August 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 • Hotel, Motel, Restaurant Taxes	2,941,944	1,961,296	2,116,811	1,949,520	825,133	245,162	256,451	240,416
40200 • PY Hotel, Motel, Restaurant Tax	18,000	12,000	19,468	21,822	(1,468)	1,500	75	500
40600 • Rental Income	557,331	371,554	278,824	289,914	278,507	46,444	33,933	29,702
40601 • Incidentals	30,740	20,493	51,970	34,284	(21,230)	2,561	10,856	5,984
40602 • Alcohol Sales	50,000	33,333	24,924	41,725	25,076	4,166	6,017	9,547
40700 • 1st Thursday Income	20,000	15,000	24,571	16,304	(4,571)	2,500	1,409	15
40800 • Other Income	2,100	1,400	5,678	12,238	(3,578)	175	411	160
41000 • Parking Revenue	13,561	9,040	6,155	6,832	7,406	1,130	1,674	1,096
41001 • Parking Lease	19,815	13,208	9,413	10,498	10,402	1,651	0	250
41200 • Gift Shop Sales	6,781	4,520	3,412	4,744	3,369	565	641	667
41300 • Visitor Store	32,830	21,886	13,600	18,400	19,230	2,736	2,321	2,809
41400 • Partership Income	2,750	0	0	1,650	2,750	0	0	150
41600 • Admission Revenue	18,674	12,448	15,307	11,848	3,367	1,556	2,243	1,871
41700 • Health Reimbursement	0	0	0	1,389	0	0	0	0
42000 • Special Projects	21,365	14,240	15,203	9,283	6,162	1,780	12,221	2,216
42005 • Security Income	1,800	1,440	0	0	1,800	240	0	0
42600 • Interest Income Investments	12,000	8,000	9,419	8,603	2,581	1,000	993	811
42610 • Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 • Interest Income Checking	3,075	2,049	2,615	1,839	460	256	360	282
42900 • Visitor Guide Ad Income	22,000	22,000	21,500	0	500	0	0	0
43200 • LOTO Income	10,300	1,050	700	1,050	9,600	0	0	0
98000 • Transfer In	1,319,647	853,561	750,000	0	228,006	82,527	0	0
Total Revenue	5,104,713	3,378,518	3,369,570	2,441,943	1,393,502	395,949	329,605	296,476
Cost of Goods Sold								
50000 • CHM Gift Shop - COGS	0	0	951	(4,878)	(951)	0	178	(4,878)
50001 • CVB Store - COGS	0	0	(87)	(2,180)	87	0	(354)	(1,949)
Total Cost of Goods Sold	0	0	864	(7,058)	(864)	0	(176)	(6,827)
Gross Profit	5,104,713	3,378,518	3,368,706	2,449,001	1,394,366	395,949	329,781	303,303

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
August 2016 and Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	August 2016 Year-to-Date		2015	2016	August 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	12,000	8,000	8,022	6,617	3,978	1,000	2,285	499
61500 • Credit Card Fees	10,950	7,299	4,992	5,297	5,958	912	476	356
62500 • Advertising & Marketing	860,000	634,167	620,700	304,743	239,300	30,834	28,265	38,130
62600 • Printing/Brochures	150,000	100,000	11,372	47,996	138,628	12,500	0	10,072
62700 • Website Update	12,000	8,000	4,000	4,585	8,000	1,000	500	0
63000 • Accounting & Legal Fees	6,500	4,336	9,328	1,945	(2,828)	542	1,647	0
63100 • Audit Expense	11,000	9,750	9,700	9,100	1,300	0	0	0
64000 • Office Expense	27,600	18,401	13,477	12,344	14,123	2,300	1,314	868
64100 • Visitor Store Expense	15,000	10,000	7,836	7,653	7,164	1,250	3,235	384
64150 • Clinton House Gift Shop	3,800	2,532	421	2,338	3,379	317	483	0
64500 • Insurance - Building	10,000	0	900	0	9,100	0	900	0
64501 • Insurance - Workers Comp	1,750	0	0	0	1,750	0	0	0
64502 • Insurance - D&O	2,000	0	1,991	1,991	9	0	0	0
65000 • Insurance & Health Benefits	115,640	77,064	58,466	66,536	57,174	9,633	6,118	7,956
65501 • Simple IRA Match	19,942	13,286	7,889	9,478	12,053	1,661	642	1,254
66000 • Car Allowance	43,600	26,400	2,100	2,850	41,500	4,300	150	300
66500 • Telephone Expense / Internet	19,460	12,975	8,670	11,132	10,790	1,623	1,294	1,559
67000 • Postage & Shipping Expense	30,500	20,333	18,218	14,900	12,282	2,542	3,070	589
67100 • Tracking Software	25,750	17,584	21,722	11,443	4,028	195	90	9
68100 • Rent	12,000	8,000	8,000	12,000	4,000	1,000	1,000	0
68400 • Maintenance / Lawn	17,500	6,000	3,799	6,231	13,701	1,000	477	5,733
68500 • Repairs & Maintenance Expense	166,300	113,114	82,083	87,086	84,217	13,858	10,570	9,209
68600 • Peace Fountain Maintenance	7,500	5,000	1,579	8,760	5,921	625	0	8,532
68700 • Linens	28,000	19,235	17,782	16,956	10,218	2,100	1,733	2,403
69500 • Publication & Dues	18,250	13,578	17,513	12,668	737	241	5,028	178
70000 • Travel / Training Expense	95,500	62,693	42,707	49,333	52,793	7,908	(1,555)	11,752
70500 • Taxes & Licenses	21,425	13,659	15,407	12,329	6,018	1,275	1,530	1,077
71000 • Collections Expense	63,000	42,000	42,726	39,427	20,274	5,250	5,131	4,818

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
August 2016 and Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	August 2016 Year-to-Date		2015	2016	August 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
72000 • Payroll Tax Expense	56,428	37,615	30,208	32,475	26,220	4,704	2,982	3,917
72500 • Depreciation Expense	0	0	0	0	0	0	0	0
73000 • Convention Development	58,500	41,816	43,287	46,399	15,213	4,208	11,762	5,787
76500 • Contract Labor	106,228	70,557	69,845	40,652	36,383	8,875	27,600	5,225
77500 • Wages Expense	719,873	479,910	375,991	398,697	343,882	59,989	37,892	50,000
77600 • Relocation Expense	0	0	0	5,000	0	0	0	0
78000 • Electric Utilities	72,600	49,855	44,196	48,016	28,404	8,525	7,337	8,411
78100 • Gas Utility	16,110	11,505	7,222	11,640	8,888	480	144	351
78200 • Water Utility	10,934	6,997	7,671	6,198	3,263	1,115	1,081	983
78500 • Security	1,700	1,480	1,226	1,496	474	265	22	262
78600 • Airport Advertising	9,000	6,000	6,257	5,625	2,743	750	980	750
78700 • Minor Equipment	112,500	75,664	17,421	85,231	95,079	9,158	997	840
78800 • Airport Info Booth	5,000	3,300	3,200	2,800	1,800	425	800	800
89000 • Other Expense	20,000	12,000	0	0	20,000	2,000	0	0
92000 • Purchase Walker-Stone House	0	0	748,363	0	(748,363)	0	0	0
94300 • LOTO Special Project	23,025	23,025	23,152	4,515	(127)	6,250	14,940	0
95000 • Misc. Special Projects - Other	269,865	179,904	120,168	132,943	149,697	22,488	9,200	19,484
95010 • 1st Thursday	20,000	17,000	20,840	14,219	(840)	1,500	3,251	2,692
95026 • Incidental Expenses	0	0	0	8,786	0	0	0	0
95027 • Alcohol & Bar Supply Purchases	30,000	20,000	10,317	30,891	19,683	2,500	2,239	6,827
95028 • Public Arts Program	105,000	52,500	0	0	105,000	0	0	0
95050 • Clinton Activities	450	225	86	263	364	0	63	0
96000 • Annual Improvements	234,950	144,970	38,805	0	196,145	22,495	0	0
96500 • Special Funding	0	0	0	0	0	0	0	0
97000 • Bond Payments - Town Center	746,556	497,704	465,485	497,704	281,071	62,213	58,186	62,213
99000 • Transfer Out	679,027	393,085	0	0	337,386	74,143	0	0
Total Expenditures	5,104,713	3,378,518	3,075,140	2,139,288	1,687,932	395,949	253,859	274,220
Excess of Revenues Over/(Under) Expenditures	0	0	293,566	309,713	(293,566)	0	75,922	29,083

Advertising and Promotion Commission
For month of **August 2016**

Current Year HMR Collected (2120.800.9120.4101.00)	\$ 256,450.58
Prior Year Collected (2120.800.9120.4101.01)	\$ 75.00
First Security Investment Interest Revenue (2120.800.9120.4708.00)	\$ 992.77
Total Revenues	\$ 257,518.35
 Annual Bond Audit Expense (2120.800.9120.5307.00)	 \$ -
Collection Expense (2120.800.9120.5333.00)	\$ (5,130.51)
Town Center Bond Payment (2120.800.9120.5739.00)	\$ (58,185.63)
2015 Property Taxes on Town Center (2120.800.9120.5345.00)	\$ -
Total Expenses	\$ (63,316.14)
 Total Check to A&P	 \$ 194,202.21

*~ This report represents HMR collections through the end of the month.
These figures may include past due amounts.*

City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2012-2016

	2012 Total HMR Taxes	2013 Total HMR Taxes	2013 Change Over Prior Year	2014 Total HMR Taxes	2014 Change Over Prior Year	2015 Total HMR Taxes	2015 Change Over Prior Year	2016 Total HMR Taxes	2016 Change Over Prior Year
January	205,939	211,138	2.52%	202,477	-4.10%	236,849	16.98%	265,115	11.93%
February	178,289	187,562	5.20%	203,022	8.24%	219,436	8.09%	233,583	6.45%
March	201,015	213,526	6.22%	213,212	-0.01%	233,277	9.41%	260,155	11.52%
April	217,840	228,865	5.06%	230,939	0.01%	258,307	11.85%	277,718	7.51%
May	203,966	228,289	11.93%	236,098	3.42%	258,362	9.43%	292,083	13.05%
June	222,062	218,829	-1.45%	243,770	11.40%	264,979	8.70%	278,988	5.29%
July	214,750	227,971	5.79%	230,624	1.20%	259,215	12.40%	272,112	4.98%
August	202,624	206,873	2.10%	215,802	4.32%	240,916	11.64%	256,525	6.48%
September	215,653	226,103	4.85%	233,695	3.36%	259,534	11.06%		
October	241,017	243,129	0.01%	258,857	6.47%	278,956	7.76%		
November	210,335	231,456	10.04%	252,717	9.19%	281,318	11.32%		
December	208,518	210,064	0.74%	236,549	12.60%	261,072	10.37%		
Total	\$ 2,522,008	2,633,805	4.43%	2,757,761	4.70%	3,052,221	10.68%	2,136,279	8.37%



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Patti Mulford
Paralegal

TO: Mayor Jordan
City Council
A&P Commissioners

CC: Casey Jones, City Prosecutor

FROM: Kit Williams, City Attorney

A handwritten signature in blue ink, appearing to read "Kit Williams", with a long horizontal flourish extending to the right.

DATE: September 7, 2016

RE: Overdue HMR collection efforts

The City Prosecutor reported on 25 active Hotel, Motel and Restaurant overdue tax collection cases for August 2016 as shown on his attached report. Two of these cases were closed. The City Prosecutor's Office collected \$706.72 in overdue HMR taxes in August. Year to date collections total \$36,533.48.

Consolidated Fayetteville A&P Commission

2016 Proposed Budget Revision

	Total 2016 Budget	Proposed Revision
Revenue		
40000 Hotel, Motel, Restaurant Taxes	2,941,944	3,100,000
40200 PY Hotel, Motel, Restaurant Tax	18,000	22,000
40600 Rental Income	557,331	454,009
40601 Incidentals	30,740	55,000
40602 Alcohol Sales	50,000	35,000
40700 1st Thursday Income	20,000	30,230
40800 Other Income	2,100	6,500
41000 Parking Revenue	13,561	12,000
41001 Parking Lease	19,815	18,000
41200 Gift Shop Sales	6,781	6,000
41300 Visitor Store Sales	32,830	25,000
41400 Partnership Income	2,750	2,755
41600 Admission Revenue	18,674	22,000
42000 Special Projects	21,365	23,000
42005 Security	1,800	0
42600 Interest Income Investments	12,000	12,000
42800 Interest Income Checking	3,075	3,575
42900 Visitor Guide Ad Income	22,000	21,500
43200 LOTO Income	10,300	10,300
98000 Transfer In	1,319,647	0
98001 Transfer from Reserves	0	801,605
98002 Transfer From A&P	0	715,130
Total Revenue	5,104,713	5,375,604
Expenditures		
61000 Signage-Tourism	12,000	12,000
61500 Credit Card/Bank Fees	10,950	10,200
62500 Advertising & Marketing	860,000	860,000
62600 Printing/Brochures	150,000	150,000
62700 Website Update	12,000	7,000
63000 Accounting & Legal Fees	6,500	15,000
63100 Audit Expense	11,000	11,000
64000 Office Expense	27,600	29,050
64100 Visitor Store Expense	15,000	15,000
64150 CHM Gift Shop	3,800	3,800
64155 Exhibits	0	5,000
64500 Insurance - Building	10,000	16,000
64501 Insurance - W/C	1,750	1,750
64502 Insurance - D & O	2,000	1,991
65000 Insurance & Health Benefits	115,640	93,730
65501 Simple IRA - Company Match	19,942	12,955

Walker-Stone house: 750,000; TC 51,605
CHM: 80,040; TC: 137,250; CVB: 497,840

Consolidated Fayetteville A&P Commission

2016 Proposed Budget Revision

	Total 2016 Budget	Proposed Revision
66000 Car Allowance	43,600	3,300
66500 Telephone Expense	19,460	13,700
67000 Postage & Shipping Expense	30,500	30,000
67100 Tracking Software	25,750	27,050
68100 Rent	12,000	12,000
68400 Maintenance / Lawn	17,500	17,500
68500 Repairs & Maintenance Expense	166,300	166,500
68600 Peace Fountain Maintenance	7,500	3,000
68700 Linens	28,000	28,000
69500 Publication & Dues	18,250	21,320
70000 Travel / Training Expense	95,500	82,000
70500 Taxes & Licenses	21,425	26,300
71000 Collections Expense	63,000	64,000
72000 Payroll Tax Expense	56,428	49,225
73000 Convention Development	58,500	60,500
76500 Contract Labor	106,228	192,500
77500 Wages Expense	719,873	606,200
78000 Electric Utilities	72,600	67,050
78100 Gas Utility	16,110	11,100
78200 Water Utility	10,934	12,000
78500 Security	1,700	2,265
78600 Airport Advertising	9,000	10,200
78700 Minor Equipment	112,500	56,500
78800 Airport Info Booth	5,000	4,800
92000 Purchase Walker-Stone House	0	748,363
89000 Other Expense	20,000	10,000
94300 LOTO Special Project	23,025	23,525
95000 A&P Grants	250,000	250,000
95001 Misc. Special Projects	19,865	10,000
95010 1st Thursday	20,000	28,000
95027 Alcohol & Bar Purchases	30,000	15,000
95028 Public Arts Program	105,000	55,000
95050 Clinton Activities	450	600
96000 Annual Improvements	234,950	145,750
97000 Bond Payments - Town Center	746,556	700,000
99000 Transfer Out from A&P to CHM/CVB	679,027	577,880
Total Expenditures	5,104,713	5,375,604
Net Revenue	0	0